

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF TEXAS  
MARSHALL DIVISION**

PERSONALIZED MEDIA )  
COMMUNICATIONS, LLC, )  
Plaintiff, ) Case No. 2:15-cv-D1366-JRG-RSP  
vs. )  
APPLE, INC., )  
Defendant. )

**JOINT NOTICE IN COMPLIANCE WITH STANDING ORDER  
REGARDING MOTIONS UNDER 35 U.S.C. § 101**

Pursuant to the Court's Standing Order Regarding Motions Under 35 U.S.C. § 101, Plaintiff Personalized Media Communications, LLC ("PMC") and Defendant Apple Inc. ("Apple") submit the attached letter as Ex. A outlining the parties' respective positions.

Dated: December 14, 2015

/s/ Douglas A. Kline

Douglas A. Kline  
Lana S. Shiferman  
GOODWIN PROCTER, LLP  
Exchange Place  
Boston, MA 02109-2802  
P: (617) 570-1000  
F: (617) 523-1231  
email: dkline@goodwinprocter.com  
email: lshiferman@goodwinprocter.com

Jennifer A. Albert  
Stephen T. Schreiner  
GOODWIN PROCTER LLP  
901 New York Ave., N.W.  
Washington, DC 20001  
P: (202) 346-4000  
F: (202) 346-4444  
email: jalbert@goodwinprocter.com  
email: sschreiner@goodwinprocter.com

S. Calvin Capshaw (State Bar No. 03788390)  
Elizabeth L. DeRieux (State Bar No. 05770585)  
CAPSHAW DERIEUX, LLP  
114 E. Commerce Ave.  
Gladewater, TX 75647  
P: (903) 845-5770  
email: ccapshaw@capshawlaw.com  
email: ederieux@capshawlaw.com

*Attorneys for Plaintiff  
Personalized Media Communications, LLC*

/s/ Melissa R. Smith

Marcus E. Sernel, P.C. (admitted *pro hac vice*)  
Joel R. Merkin (admitted *pro hac vice*)  
KIRKLAND & ELLIS LLP  
300 N. LaSalle Street  
Chicago, IL 60654  
P: (312) 862-2000  
F: (312) 862-2200  
email: marc.sernel@kirkland.com  
email: joel.merkin@kirkland.com

Gregory S. Arovas, P.C. (admitted *pro hac vice*)  
KIRKLAND & ELLIS LLP  
601 Lexington Avenue  
New York, NY 10022  
P: (212) 446-4800  
F: (212) 446-4900  
email: greg.arovas@kirkland.com

Melissa R. Smith (State Bar No. 24001351)  
GILLAM & SMITH LLP  
303 S. Washington Avenue  
Marshall, TX 75670  
P: (903) 934-8450  
F: (903) 934-9257  
email: Melissa@gillamsmithlaw.com

*Attorneys for Defendant  
Apple Inc.*

**CERTIFICATE OF SERVICE**

I hereby certify that the all counsel of record who are deemed to have consented to electronic service are being served this 14<sup>th</sup> day of December, 2015, with a copy of this document via the Court's CM/ECF system per Local Rule CV-5(a)(3). Any other counsel of record will be served by electronic mail, facsimile transmission and/or first class mail on this same date.

/s/Douglas A. Kline

Douglas A. Kline